

002011 92280/60

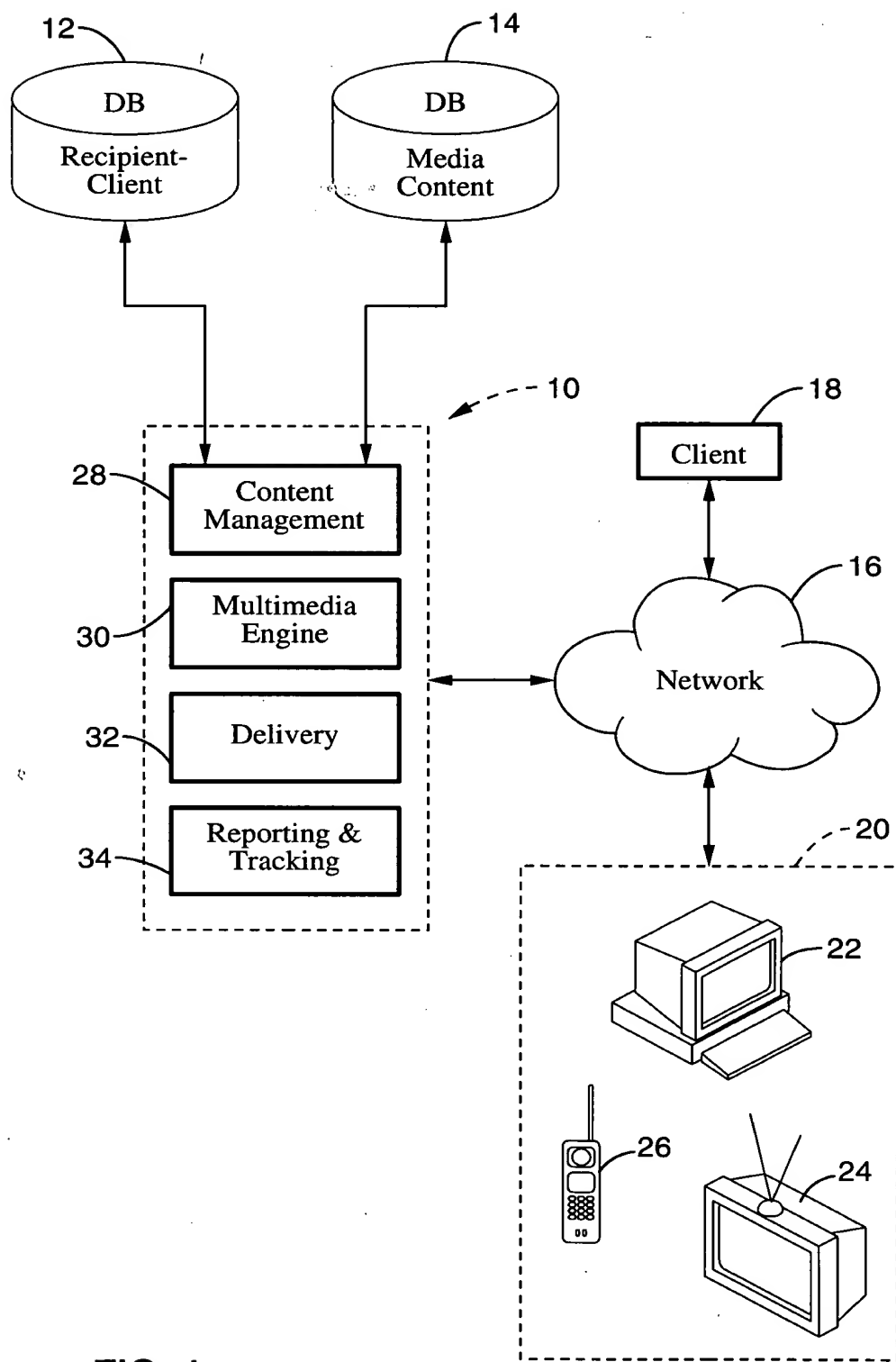


FIG. 1

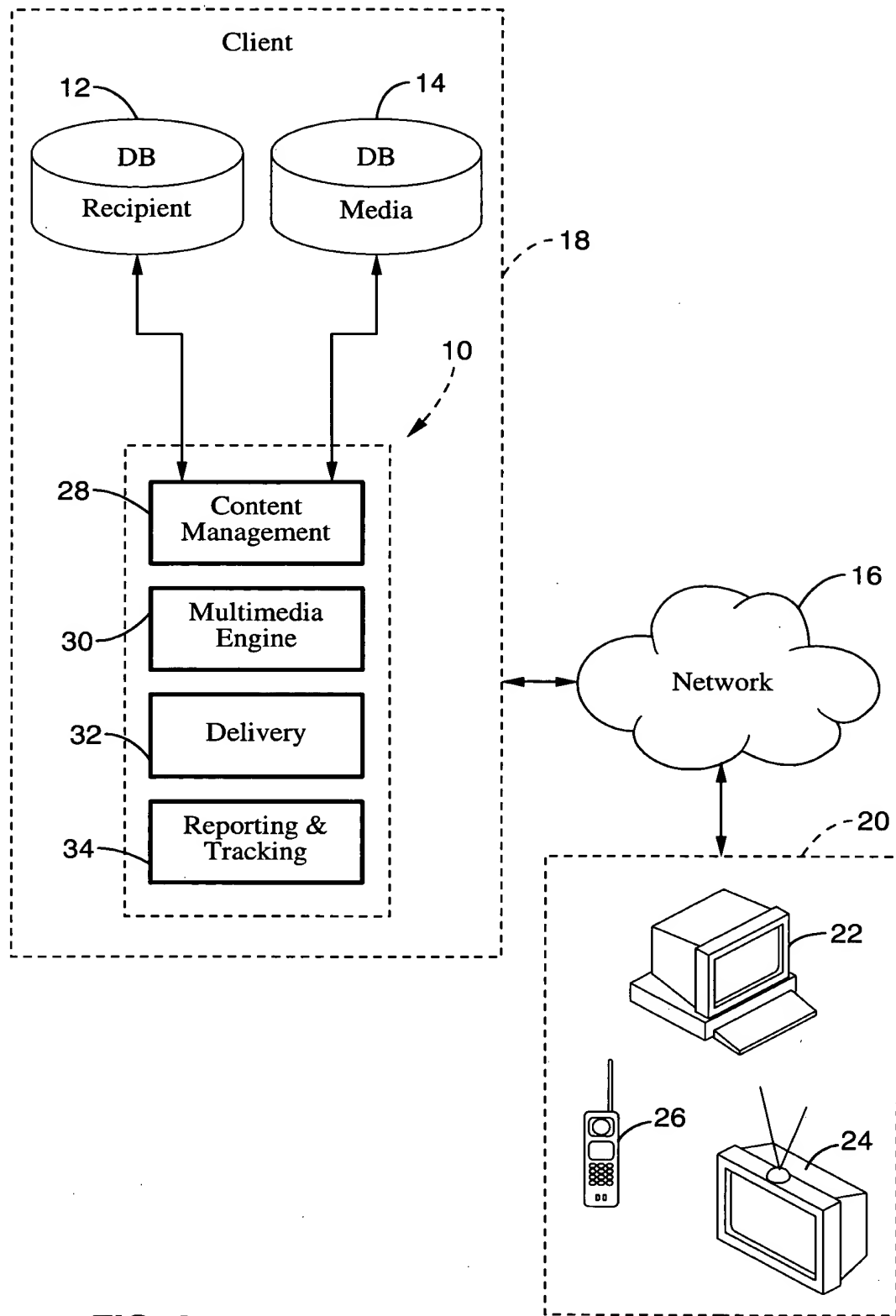
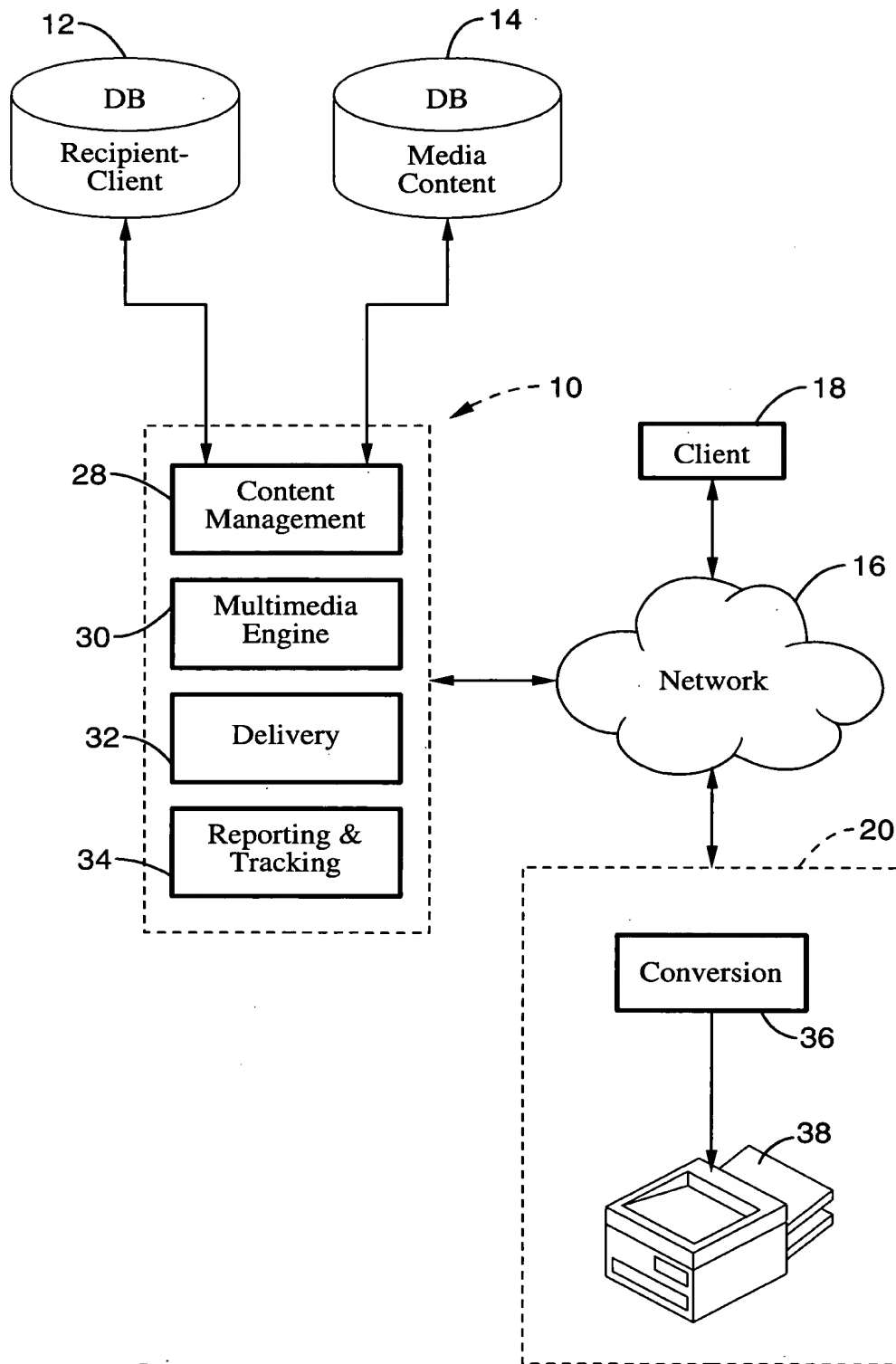


FIG. 2



**FIG. 3**

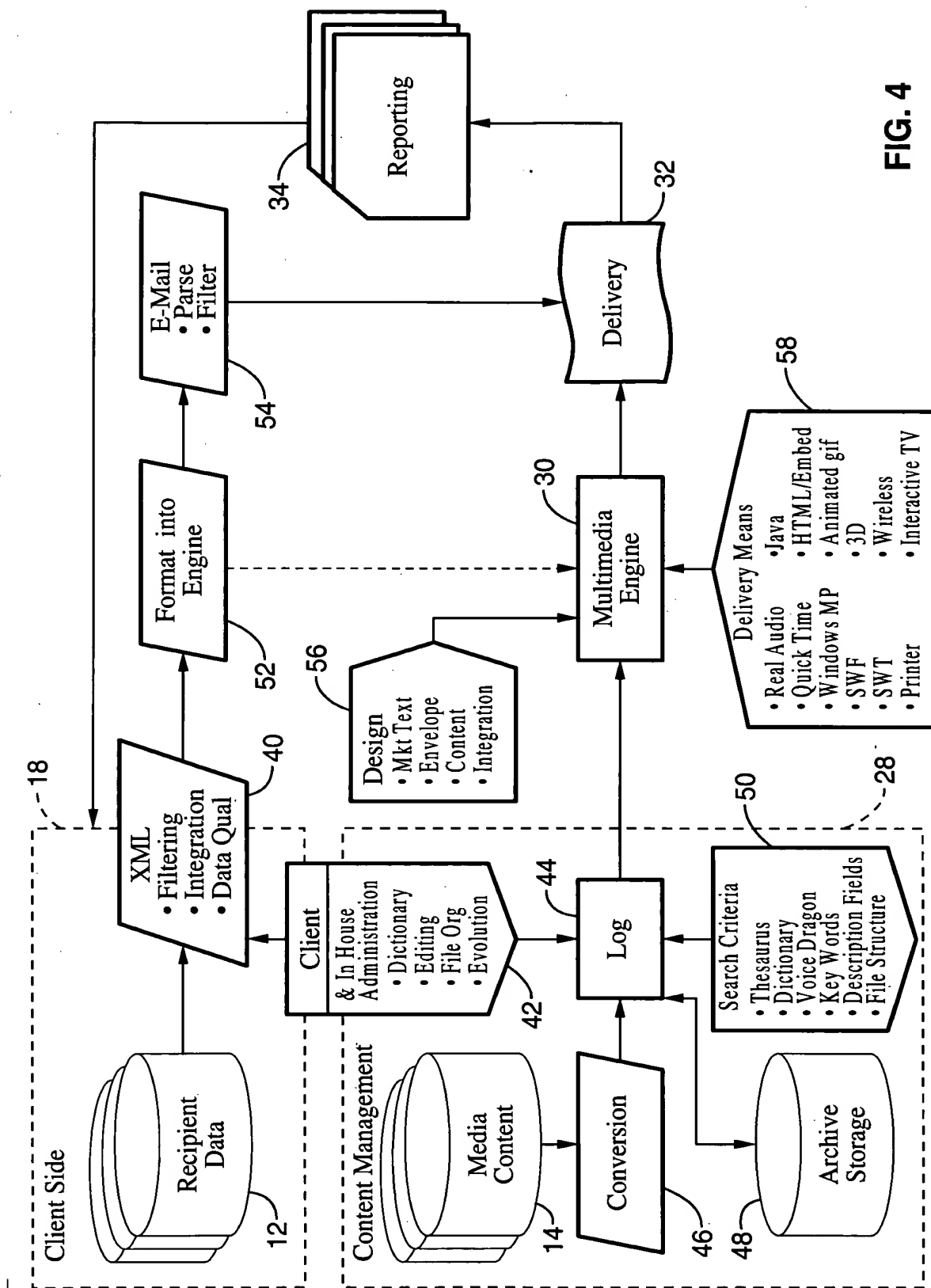
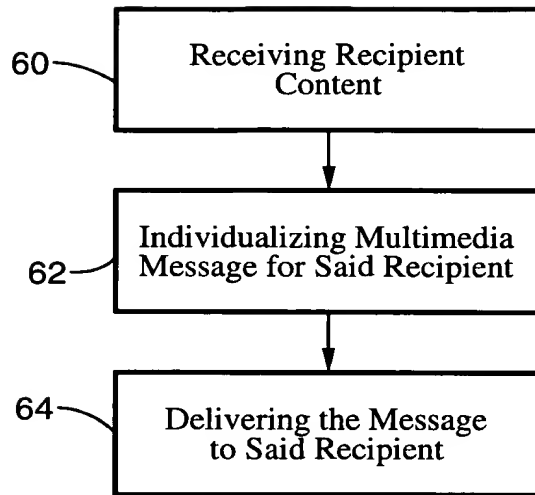


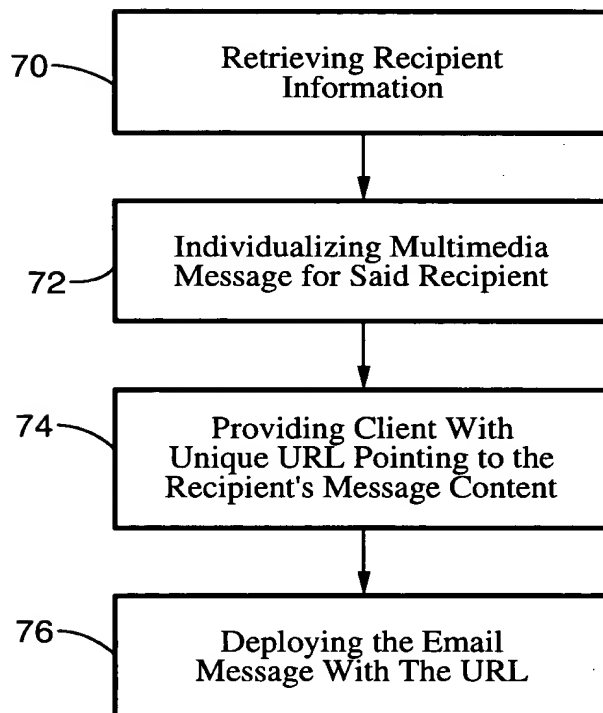
FIG. 4

Solution	Purpose	Optional Features	Media Files	Individualization Elements (Max)	Data Treatment
Promotional Commercial	Branding, Promotional, Traffic	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5	Min Recipients: 250K Data Lists: 5 List Segments: 5
Direct Sales Commercial	Sales of Single Item or Offer	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> <li>• Advanced Tracking</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5 Merchandise Items*: 1	Min Recipients: 50K Data Lists: 5 List Segments: 5
Direct Sales Catalog	Sales of Multiple Items	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> <li>• Advanced Tracking</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 500 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 5 Merchandise Items*: 10	Min Recipients: 50K Data Lists: 10 List Segments: 10
Dynamic Newsletter	Branding and Customer Relationship Management, Advertising Sales	<ul style="list-style-type: none"> <li>• Interactivity</li> <li>• Word-Of-Mouth</li> <li>• Dynamic Coupon</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 3 Dynamic Links: 15	Min Recipients: 250K Data Lists: 5 List Segments: 5
ASP Demo Hosting	Sales and Promotional Tool	<ul style="list-style-type: none"> <li>• Preview</li> <li>• Forward</li> <li>• Tracking and Reporting</li> </ul>	Delivery: HTML & Flash Maxlength: 30 Sec File Size: 200 K	Graphics/Text... /Audio Elements: 5 Dynamic Links: 15	Min Recipients: None Data Lists: 5 List Segments: 5

FIG. 5

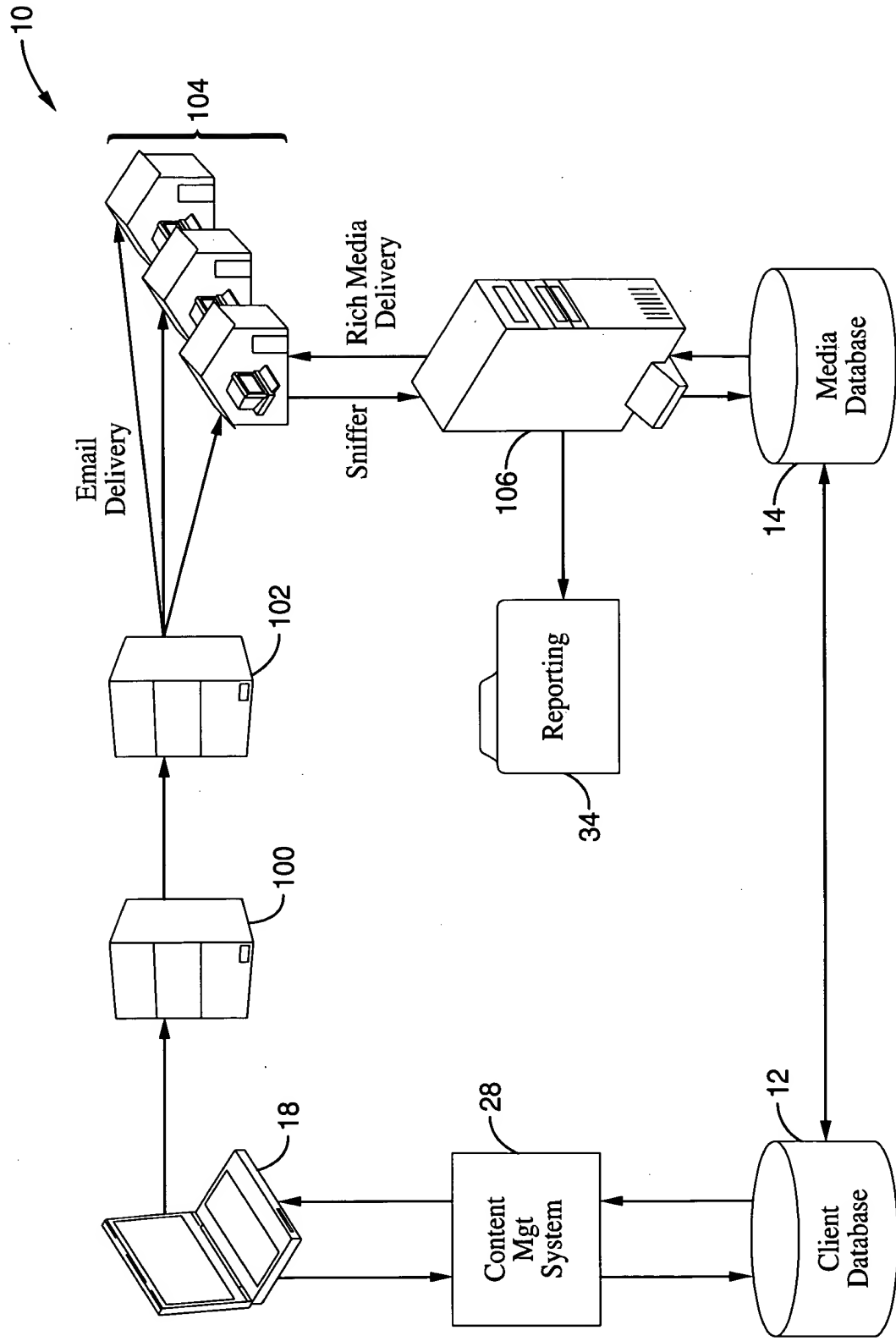


**FIG. 6**



**FIG. 7**







The Bin

110

File Name: \_\_\_\_\_

Keyword: \_\_\_\_\_

112

114

Done

116

Upload

118

120

Next

FIG. 10

The screenshot shows a web browser window with a header area containing a globe icon and the text "DynamicsDirect.com". Below the header is a form with three input fields labeled "File Name", "Keyword", and "Description". A "Submit" button is located at the bottom of the form. The entire form is enclosed in a rectangular border. A label "130" with an arrow points to the header area. A label "132" points to the "File Name" input field, "134" points to the "Keyword" input field, and "136" points to the "Description" input field. A label "138" points to the "Submit" button.

130

DynamicsDirect.com

132 File Name

134 Keyword

136 Description

Submit 138

FIG. 11

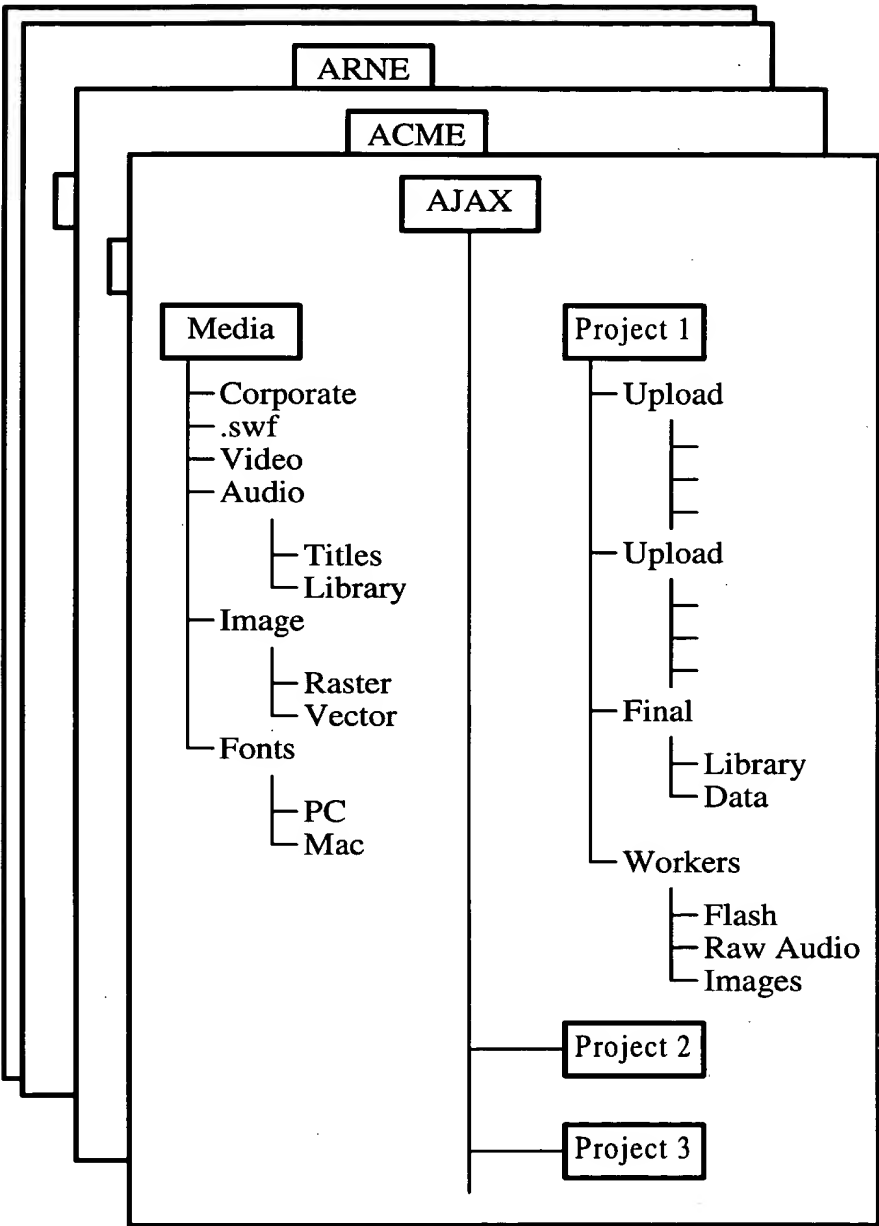
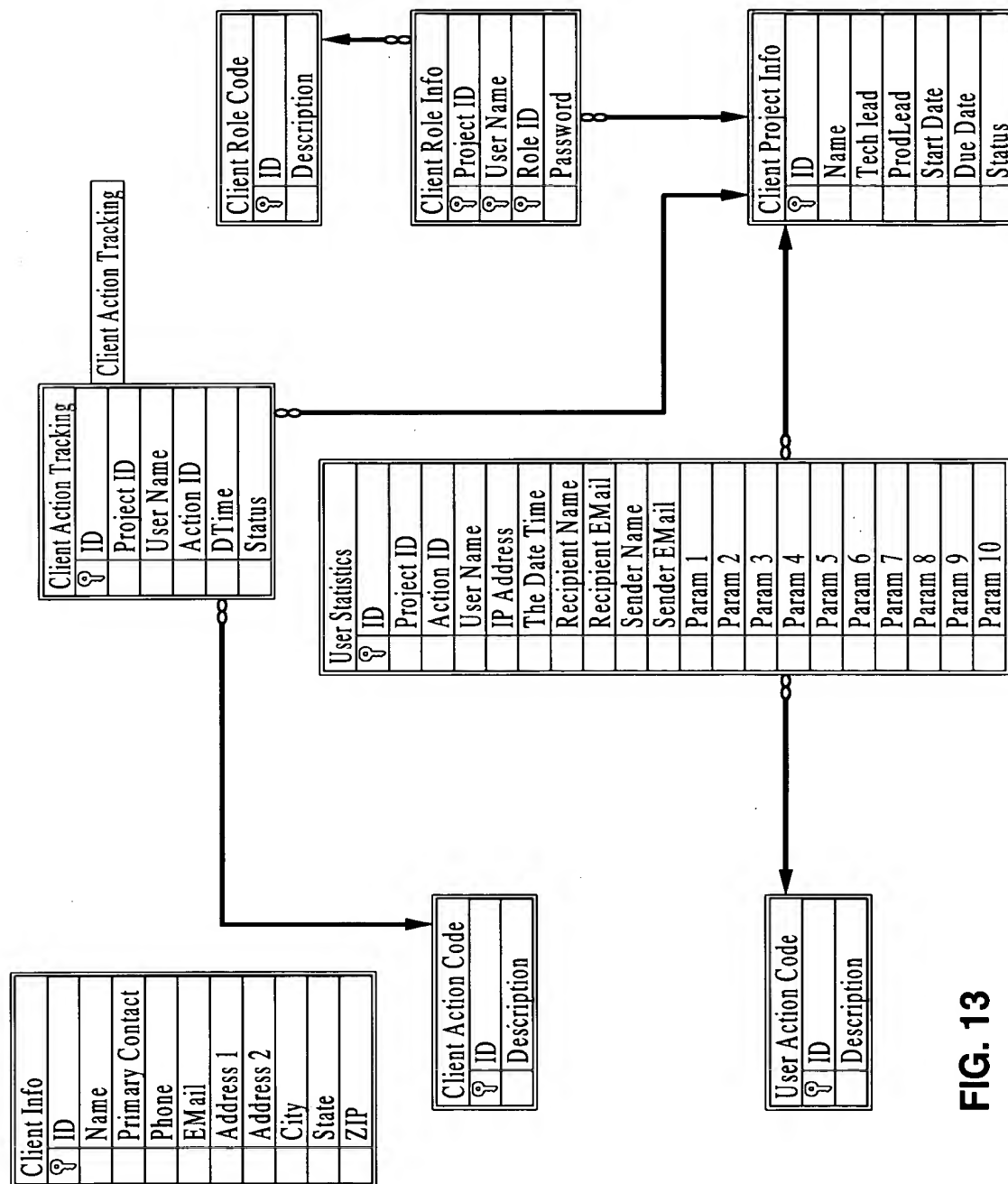
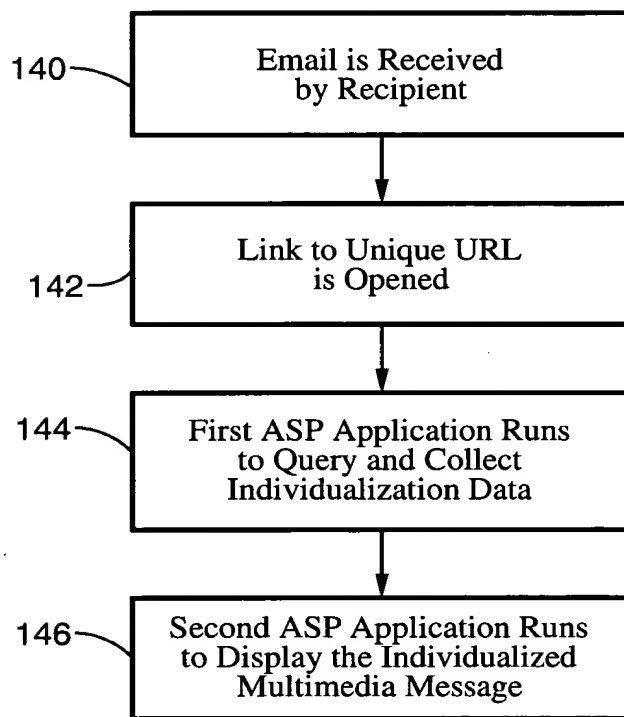
[illegible]

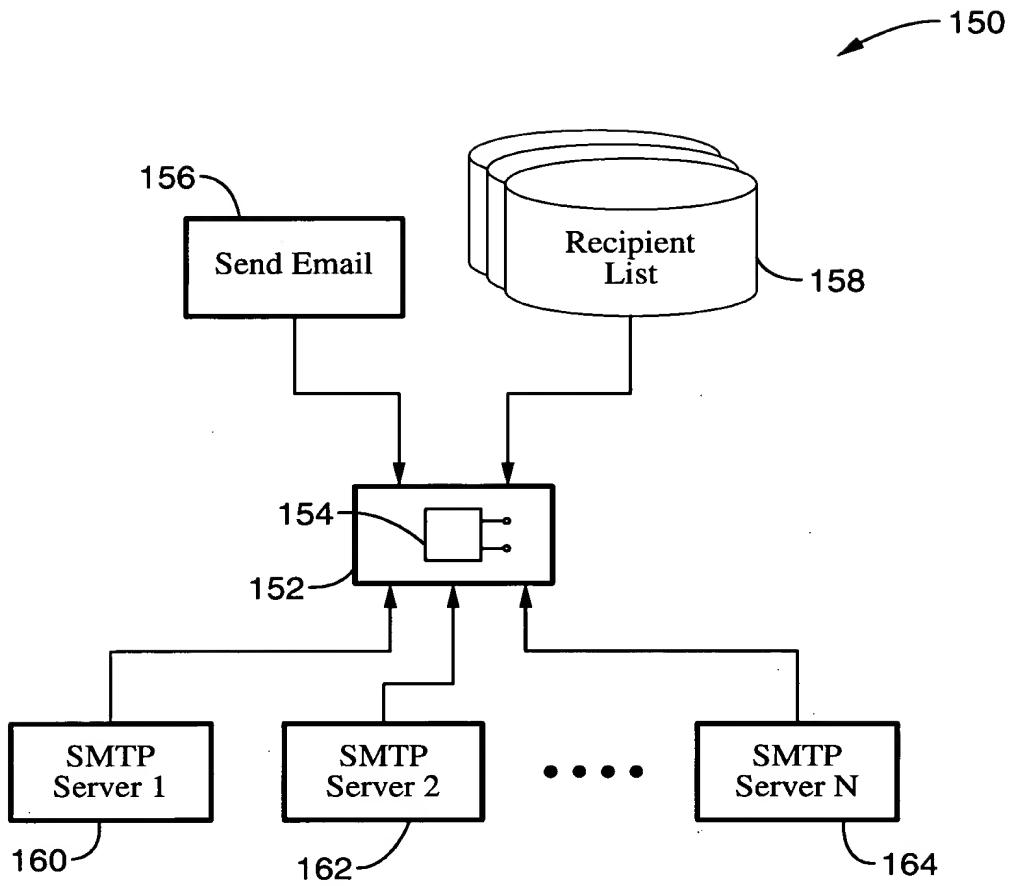
FIG. 12

[illegible]

**FIG. 13**



**FIG. 14**



**FIG. 15**